

TÜRKİYE ANTI-COUNTERFEITING BRIEF 2026

COUNTERFEITING IN TÜRKİYE

Where fakes are made, moved and sold, and the tools the law gives brand owners.

STOMS ♦ MARKETS ♦ MARKETPLACES ♦ SOCIAL ♦ COURTS ♦ İSTANBUL ♦ ANTALYA ♦ İZMİR ♦ MERSİN ♦ BU

THE NUMBERS

SECOND TO CHINA AS A SOURCE OF FAKES FOR THE EU.

22%

of seized fakes bound for the EU came from Türkiye (2020–21 seizures), second only to China

OECD/EUIPO, Mapping Global Trade in Fakes 2025, p. 35

USD

467 BN

global trade in counterfeit goods (2021)

OECD/EUIPO, Mapping Global Trade in Fakes 2025

4.7%

of EU imports were counterfeit or pirated (2021)

OECD/EUIPO, Mapping Global Trade in Fakes 2025

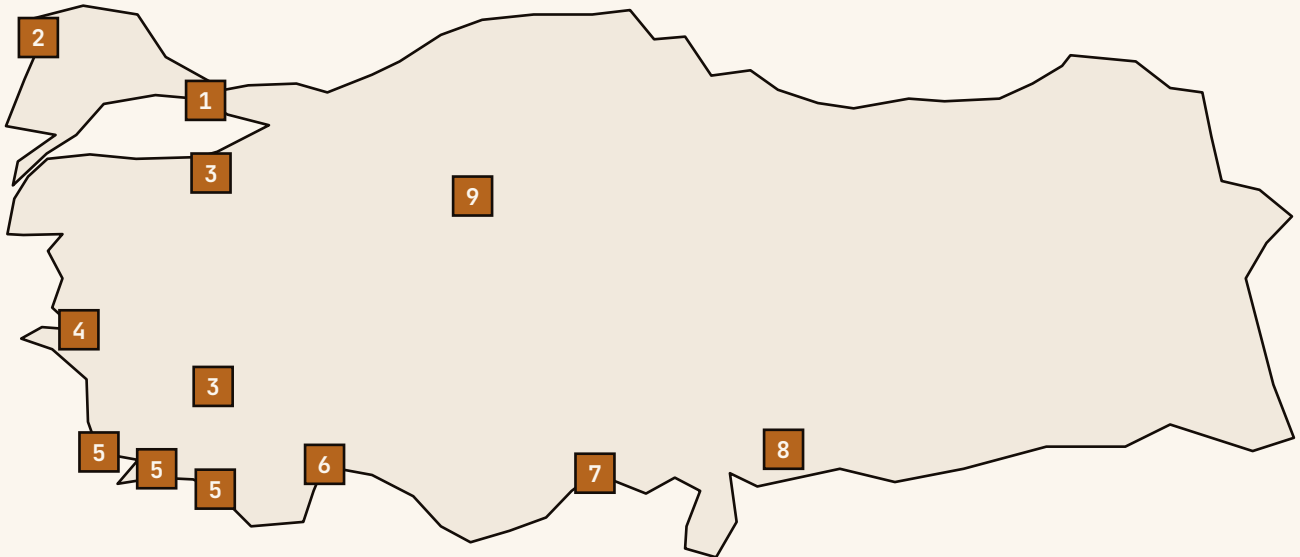
FOOTWEAR

The OECD names Türkiye, with China and Hong Kong, as a main source of counterfeit shoes seized in 2020–21.

OECD/EUIPO, Mapping Global Trade in Fakes 2025, p. 26

WHERE COUNTERFEITS ARE MADE, MOVED AND SOLD

The production centres, ports, border gates and resort coasts where a counterfeit is most likely to be made, moved or sold.



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| <p>1 Istanbul — Production, wholesale districts, bazaars, Ambarlı port and two international airports.</p> | <p>2 Edirne / Kapıkule — The main road gate between Türkiye and the EU.</p> |
| <p>3 Bursa and Denizli — Textile production at scale.</p> | <p>4 İzmir and the Aegean coast — A major port and the resort markets along the coast.</p> |
| <p>5 Muğla coast — Resort markets in Bodrum, Marmaris and Fethiye.</p> | <p>6 Antalya coast — Türkiye's largest resort coast and its markets.</p> |
| <p>7 Mersin — The main Mediterranean container port.</p> | <p>8 Gaziantep — Production in the south-east.</p> |
| <p>9 Ankara — TÜRKPATENT and the ministries.</p> | |

THE CALENDAR

The resort season runs roughly from April to October. We plan market surveys and search-and-seizure actions with you between January and March, so the first actions can take place as the stalls open.



Plan surveys and seizures

Resort season

WHAT THE LAW LETS YOU DO.

01 Industrial Property Code No. 6769

The main law on trademarks and designs in Türkiye, with civil remedies and criminal penalties for infringement. Most of what we do rests on it.

02 Customs applications for action

A filing with the Ministry of Trade that lets customs officers suspend suspect goods at the border and notify you. Your deadlines run from that notice.

03 Prosecutor-led search and seizure

On a criminal complaint, the prosecutor asks the judge for a search order, and the police or gendarmerie search the premises and seize the fakes. We attend to identify the goods.

04 Specialised IP courts

Civil and criminal courts in the main cities that hear only intellectual property cases. Trademark actions and criminal cases under Code No. 6769 go to them.

05 .tr domain disputes

A dispute procedure for .tr domain names, and court-ordered blocking of sites that sell fakes. We use the procedure against copycat stores on .tr addresses.

HOW WE WORK

01	02	03	04	05
DETECT	CONFIRM	ACT	REMOVE	REPORT
We find the copy through monitoring, a tip or a notice from customs.	Your product team confirms the fake from our photographs.	We ask customs to hold the goods, the platform to remove the listing or the prosecutor to seize the stock.	The goods are seized and destroyed, or the listing is taken down.	We send you a monthly report of actions, seizures and costs.

TALK TO US

Tell us what you are seeing and where. We reply in English or Turkish within one business day.

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